GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:412
ANSWERED ON:04.03.2002
MOTHER DAIRY AND ITS FRUIT AND VEGETABLES PROJECT
S. SAIDUZZAMAN

Will the Minister of AGRICULTURE be pleased to state:

(a) the details of the aims and objectives behind setting up of Mother Dairy and its fruits and vegetables booths in Delhi;

(b) whether MCD and NDMC have provided land for the construction and operation of booths all over the city at throw away prices;

(c) if so, the details thereof;

(d) whether Mother Dairy has achieved its aims and objects to help cooperatives to produce the products which were to be marketed at fair prices both to the producers and consumers;

(e) if so, the details thereof;

(f) whether the Mother Dairy are launching new Namkeen packaged products to compete with other brands;

(g) if so, whether the Government propose to look into the new trends and advise Mother Dairy accordingly to observe the National Dairy Development Board (NDDB) Act in letter and spirit including the WFP sponsored Operation Flood objectives; and

(h) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI HUKUMDEO NARAYAN YADAV)

(a) Main aim and purpose of setting up of Mother Dairy and Fruit & Vegetable Project was to provide a link between rural producers with the urban consumers.

(b) Land is provided to Mother Dairy by the local authorities on lease basis. Mother Dairy constructs booths at its own cost.

(c) The Mother Dairy has 268 Fruit and Vegetable Shops and 645 milk shops in and around Delhi.

(d) Mother Dairy has achieved its main aim and purpose as stated at (a) above.

(e) Mother Dairy procures its entire milk requirement from Cooperatives and Fruit and Vegetables mainly from producers and Producers` Organizations and sells at reasonable price from its booths in and around Delhi.

(f) Mother Dairy has launched namkeen packaged products.

(g) Mother Dairy business activities conform to the objectives of NDDB.

(h) Does not arise in view of the reply to (g) above.